

## ABSTRACT

The present invention provides a transferring method for transferring a hologram and like with stable quality including on-demand information by using a thermal transfer sheet where the hologram and the like is laminated.

A transferring method of the present invention transfers a thermal transfer sheet 1 in which a hologram or a diffraction grating is laminated on a base material film 2, wherein a direction A of heating sequentially by a heat source 11 of a minute area unit and a direction B of recorded information for enhancing optical effects of the hologram or the diffraction grating coincide with each other.